

## Claims

- [c1] 1. A cord retainer apparatus, comprising:  
 a first portion containing a first magnet, the first portion attachable to the cord;  
 and  
 a second portion containing one of a second magnet and a ferrous member, the second portion attachable to the cord;  
 the first portion and second portion connectable to each other via magnetic attraction between the first magnet and one of the second magnet and the ferrous member.
- [c2] 2. The apparatus of claim 1, wherein the first portion has a body and a retaining member;  
 the body and the retaining member cooperating to contain the first magnet.
- [c3] 3. The apparatus of claim 2, wherein the body and the retaining member are connected by a hook that mates to a ledge. SP
- [c4] 4. The apparatus of claim 2, wherein the body and the retaining member are connected by a pin that mates with a hole. SP
- [c5] 5. The apparatus of claim 2, wherein the body and the retaining member are connected by a first thread on the body and a second thread on the retaining member. SP
- [c6] 6. The apparatus of claim 2, wherein an adhesive connects the body and the retaining member. SP
- [c7] 7. The apparatus of claim 2, wherein the first portion is attachable to the cord via a clip formed in the body.
- [c8] 8. The apparatus of claim 7, wherein the clip has at least one retaining tab.
- [c9] 9. The apparatus of claim 1, wherein the first portion is attachable to the cord via a clip.
- [c10] 10. The apparatus of claim 9, wherein the clip has at least one retaining tab.

- [c11] 11.The apparatus of claim 9, wherein the clip is metal.
- [c12] 12.The apparatus of claim 9, wherein a spring biases the clip towards a closed position.
- [c13] 13.The apparatus of claim 1, wherein the ferrous member has a raised area extending above a rim and the first portion has one of an indentation and an aperture arranged to accept the raised area. *SP*
- [c14] 14.The apparatus of claim 1, wherein the first magnet has a raised area extending above a rim and the first portion has one of an indentation and an aperture arranged to accept the raised area. *SP*
- [c15] 15.The apparatus of claim 1, wherein one of the first portion and the second portion has an adhesive mounting surface instead of being attachable to the cord. *SP*
- [c16] 16.The apparatus of claim 1, wherein the first portion and the second portion advance into a connected position in a direction parallel to a magnetic field of the first magnet.
- [c17] 17.A cord retainer apparatus, comprising:  
a first clip and a second clip,  
the first clip and the second clip arranged to be attachable to the cord;  
the first clip and the second clip connectable together via magnetic force. *120*
- [c18] 18.The apparatus of claim 17, wherein the first clip has a magnet and the second clip has a ferrous member.
- [c19] 19. The apparatus of claim 17, wherein the ferrous member has a raised contact area and the first clip has a retaining member having one of an indented area and an aperture. *100* *30* *show?*
- [c20] 20.The apparatus of claim 17, wherein the raised contact area and one of the indented area and the aperture are arranged to mate together. *112*
- [c21] 21 The apparatus of claim 17 wherein the first clip and the second clip have retaining tabs. *130*